

**RESOLUTION NUMBER 37
HONORING VICTOR MAURICE JULIEN**

WHEREAS, this Honorable Board of Aldermen has been apprised of the recent passing of Mr. Victor Maurice Julien and outstanding member of our community; and

WHEREAS, at Anheuser-Busch Companies, Victor Julien embodied its well-known slogan, “Making Friends Is Our Business.” He made friends across the country while helping to lead the company’s Corporate Affairs department, which, over two decades, set the bar for corporate engagement in the African American community; and

WHEREAS, he was an early, principal manager of the ground-breaking Budweiser Superfest, a global music festival that featured iconic superstars such as Quincy Jones, Stevie Wonder, Chaka Khan and Frankie Beverly and Maze. Through the “Lou Rawls Parade of Stars” telethon to benefit the United Negro College Fund (UNCF), Victor helped to lead the company’s effort to raise more than \$200 million to support Historically Black Colleges and Universities (HBCUs), including his alma mater, Morgan State University; and

WHEREAS, he greenlighted many of the ancillary activities in support of the telethon, including the 1989 “Scroll of Commitment,” a traveling exhibit that featured a parched scroll that allowed the public to sign it to show their support for UNCF; and

WHEREAS, other UNCF-related activities Victor oversaw included the “Bryant Gumbel UNCF Golf Benefit,” which featured celebs such as NBA great Bill Russell and Yankee icon Yogi Berra; and the “Nat Moore Celebrity Challenge”; and

WHEREAS, along with Wayman F. Smith III and a host of colleagues, Victor managed the company’s relationship with the National Urban League, including support for national and local conferences that included more than two dozen local fundraising concerts, dubbed “A Night To Remember” ; and

WHEREAS, he also led Anheuser-Busch’s support for other national civil rights and social organizations, including the NAACP, Rainbow PUSH Coalition, National Black MBAs, National Brotherhood of Skiers, National Bar Association, National Newspapers Publishers Association (NNPA) and numerous others.

WHEREAS, as a visionary who worked with others to develop concepts for impactful corporate engagement, Victor Julien was larger than life among his corporate peers.

NOW THEREFORE BE IT RESOLVED by the Board of Aldermen of the City of St. Louis that we pause in our deliberations to recognize the passing, many achievements and contributions to our City of Mr. Victor Maurice Julien and by adoption of this Resolution join in with those honoring his life of faithful service. We further direct the Clerk of this Board of Aldermen to spread a copy of this Resolution across the minutes of these proceedings and to prepare a commemorative copy of this resolution to the end that it may be presented to those deemed appropriate by the sponsor.

Introduced this 9th day of June 2023 by:

The Honorable Shameem Clark-Hubbard, Alderwoman 10th Ward

Adopted this 9th day of June 2023 as attested by:

Terry Kennedy
Clerk, Board of Aldermen

Megan Green
President, Board of Aldermen